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7/25/01

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Applicant : Thomas J. Perkowski  
Serial No. : 09/716,848  
Filing Date : November 17, 2000  
Title of Invention : METHOD OF AND SYSTEM FOR ENABLING BRAND-  
IMAGE COMMUNICATION BETWEEN VENDORS AND  
CONSUMERS  
Examiner : not yet assigned  
Group Art Unit : not yet assigned  
Attorney Docket : 100-058USA000

Honorable Commissioner of Patents  
and Trademarks  
Washington, DC 20231

**PRELIMINARY AMENDMENT**

SIR:

Prior to examination of the present Application, please amend the same as follows:

**AMENDMENT OF THE CLAIMS:**

Please delete claims 1-<sup>365</sup>~~366~~ and amend Claims 368 as follows:

368. (Amended) The Internet-based consumer service marketing, merchandising and education/information system of claim [1] <sup>367</sup>, wherein said second subsystem further enables retailer purchasing agents to access one or more USN-indexed IRFs in said central RDBMS, to request and obtain information about a service-provider's consumer service so as to make informed/educated purchases along the supply side of the retail chain.

**VERSION OF PENDING CLAIMS AFTER AMENDMENT UNDER 37 C.F.R. 1.121**

A clean set of the pending Claims is as follows:

367. An Internet-based consumer service marketing, merchandising and education/information system which enables service-providers, their agents, retailers and their agents, and consumers to carryout service-related functions along the demand side of the retail chain, comprising:

a central RDBMS (i.e. data warehouse) for storing a central database of consumer service related information resource files (IRFs) each said IRF being indexed with a Universal Service Number (USN) assigned thereto by the service-provider of the consumer service, or its designated agent, which relates to said consumer service;

a first subsystem for enabling a service-provider's marketing, brand and/or service managers to create and manage a local RDBMS containing USN-indexed IRFs related to the consumer services of the service-provider being offered for sale in both physical and/or electronic marketplaces, and periodically transport said local RDBMS of USN-indexed IRFs to